



Reporting of transactions made by persons discharging managerial responsibilities and persons closely associated with them in Better Collective A/S' shares

Pursuant to the Market Abuse Regulation article 19, Better Collective A/S (the "Company"), CVR no. 27652913, hereby notifies receipt of information of the following transactions made by persons discharging managerial responsibilities in the Company and persons closely associated with them in Better Collective's shares.

Regulatory release no. 70/2026

1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	J. Søgaard Holding ApS				
2.	Reason for the notification					
a)	Position/Status	Closely associated person to Co-CEO Jesper Søgaard				
b)	Initial notification/Amendment	Initial notification				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Better Collective A/S				
b)	LEI	2549001EPXH6NK7I2R78				
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted					
a)	Description of the financial instrument, type of instrument	Shares				
	Identification code	ISIN DK0060952240				
b)	Nature of the transaction	Sale of shares				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>DKK 85.5177</td><td>1,996</td></tr></table>	Price(s)	Volume(s)	DKK 85.5177	1,996
Price(s)	Volume(s)					
DKK 85.5177	1,996					
d)	Aggregated information - Aggregated volume - Price	DKK 170,693.26				
e)	Date of transaction	July 29, 2026				
f)	Place of the transaction	Nasdaq Copenhagen (XCSE)				

1	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name	J. Søgaard Holding ApS					
2.	Reason for the notification						
a)	Position/Status	Closely associated person to Co-CEO Jesper Søgaard					
b)	Initial notification/Amendment	Initial notification					
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	Better Collective A/S					
b)	LEI	2549001EPXH6NK7I2R78					
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted						
a)	Description of the financial instrument, type of instrument	Shares					
	Identification code	ISIN DK0060952240					
b)	Nature of the transaction	Sale of shares					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>DKK 84.6700</td><td>1,996</td></tr></table>		Price(s)	Volume(s)	DKK 84.6700	1,996
Price(s)	Volume(s)						
DKK 84.6700	1,996						
d)	Aggregated information - Aggregated volume - Price	DKK 169,001.23					
e)	Date of transaction	July 30, 2026					
f)	Place of the transaction	Nasdaq Copenhagen (XCSE)					

1	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name	J. Søgaard Holding ApS					
2.	Reason for the notification						
a)	Position/Status	Closely associated person to Co-CEO Jesper Søgaard					
b)	Initial notification/Amendment	Initial notification					
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	Better Collective A/S					
b)	LEI	2549001EPXH6NK7I2R78					
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted						
a)	Description of the financial instrument, type of instrument	Shares					
	Identification code	ISIN DK0060952240					
b)	Nature of the transaction	Sale of shares					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>DKK 82.8071</td><td>1,996</td></tr></table>		Price(s)	Volume(s)	DKK 82.8071	1,996
Price(s)	Volume(s)						
DKK 82.8071	1,996						
d)	Aggregated information - Aggregated volume - Price	DKK 165,283.02					
e)	Date of transaction	July 31, 2026					
f)	Place of the transaction	Nasdaq Copenhagen (XCSE)					

1	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name	Chr. Dam Holding ApS					
2.	Reason for the notification						
a)	Position/Status	Closely associated person to Co-CEO Christian Kirk Rasmussen					
b)	Initial notification/Amendment	Initial notification					
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	Better Collective A/S					
b)	LEI	2549001EPXH6NK7I2R78					
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted						
a)	Description of the financial instrument, type of instrument	Shares					
	Identification code	ISIN DK0060952240					
b)	Nature of the transaction	Sale of shares					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>DKK 85.5177</td><td>1,996</td></tr></table>		Price(s)	Volume(s)	DKK 85.5177	1,996
Price(s)	Volume(s)						
DKK 85.5177	1,996						
d)	Aggregated information - Aggregated volume - Price	DKK 170,693.26					
e)	Date of transaction	July 29, 2026					
f)	Place of the transaction	Nasdaq Copenhagen (XCSE)					

1	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name	Chr. Dam Holding ApS					
2.	Reason for the notification						
a)	Position/Status	Closely associated person to Co-CEO Christian Kirk Rasmussen					
b)	Initial notification/Amendment	Initial notification					
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	Better Collective A/S					
b)	LEI	2549001EPXH6NK7I2R78					
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted						
a)	Description of the financial instrument, type of instrument	Shares					
	Identification code	ISIN DK0060952240					
b)	Nature of the transaction	Sale of shares					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>DKK 84.6700</td><td>1,996</td></tr></table>		Price(s)	Volume(s)	DKK 84.6700	1,996
Price(s)	Volume(s)						
DKK 84.6700	1,996						
d)	Aggregated information - Aggregated volume - Price	DKK 169,001.23					
e)	Date of transaction	July 30, 2026					
f)	Place of the transaction	Nasdaq Copenhagen (XCSE)					



1	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name	Chr. Dam Holding ApS					
2.	Reason for the notification						
a)	Position/Status	Closely associated person to Co-CEO Christian Kirk Rasmussen					
b)	Initial notification/Amendment	Initial notification					
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	Better Collective A/S					
b)	LEI	2549001EPXH6NK7I2R78					
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted						
a)	Description of the financial instrument, type of instrument	Shares					
	Identification code	ISIN DK0060952240					
b)	Nature of the transaction	Sale of shares					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>DKK 82.8071</td><td>1,996</td></tr></table>		Price(s)	Volume(s)	DKK 82.8071	1,996
Price(s)	Volume(s)						
DKK 82.8071	1,996						
d)	Aggregated information - Aggregated volume - Price	DKK 165,283.02					
e)	Date of transaction	July 31, 2026					
f)	Place of the transaction	Nasdaq Copenhagen (XCSE)					